

<<零售购买管理(英文原版进口)>>

图书基本信息

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内容概要

Retail buying covers broad areas such as organization of retail establishments, distribution, roles of buying groups, planning and control, choosing vendors, negotiation, pricing, and selling of goods and services to the consumer. This text offers detailed and up-to-date coverage of retail buying, promoting smart decision making in today's complex global marketplace.

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